



**Florida A & M University (FAMU), the School of Journalism and Graphic Communications (SJGC), Tallahassee Florida issued the following Press Release on Tuesday April 3, 2012.**

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**NIELSEN TO DEBUT NEW ONLINE CERTIFICATE PROGRAM AT  
THE MEDIA SALES INSTITUTE AT FAMU**

TALLAHASSEE, Fla. (April 3, 2012) - Nielsen, a leading global information and measurement company, will debut a new online program developed for the seventh annual Media Sales Institute (MSI) at Florida A&M University (FAMU) in the School of Journalism and Graphic Communication (SJGC). Twenty-five graduating college seniors from across the nation who apply will receive scholarships to attend the MSI and will be the first class to complete the Nielsen program. The MSI is a ten-day training and career placement program that will run May 14-24, 2012.

"Nielsen is pleased to introduce a new interactive program at the Media Sales Institute at Florida A&M University," said Amy Dreher, vice president of Strategic Learning Initiatives for Global Learning at Nielsen. "Through our online learning portal, Nielsen Academics, the sales candidates will learn from Nielsen representatives how to make effective use of our data and services in media sales...and will enter the marketplace with more knowledge and advanced skills."

Nielsen has jointly designed the online program with MSI developers Personal Selling Principles (PSP). The curriculum focuses on six core areas: TV ratings, media terminology, formulas and computations, clients, station operations, and revenue.

"This is the only MSI sponsored by the National Association of Broadcasters Education Foundation and the National Association of Black Owned Broadcasters Management Foundation to offer this interactive course," said Jeffrey Myers, founder, PSP One. "It really speaks to the industry's recognition of the quality instruction and high caliber of sales candidates that the FAMU MSI has to offer the media industry."

Patrick Godefroy an account manager in Nielsen's Client Learning Services department will teach the online curriculum and a two-part lecture series during the MSI. Upon completion of the program, participants will receive a certificate from Nielsen and from the sponsors.

"Since we started the MSI at FAMU in 2006, we have actively sought to enhance the program every year so participants can become more effective at providing solutions for clients as the media landscape continues to evolve," said James Hawkins, Ph.D., dean, SJGC. "This program offers a unique opportunity for our students to learn the business side of the broadcast industry in hopes to encourage them toward media ownership."

For more information on the Nielsen online program or to apply to the 2012 Media Sales Institute at FAMU, contact Deidre P. Williams at (850) 412-5399 or at [deidre.williams@famu.edu](mailto:deidre.williams@famu.edu). **Application deadline extended to April 25 for graduating college seniors.**

About the 2012 Media Sales Institute at FAMU

The Media Sales Institute (MSI) is a nationally recognized training and career placement program for recent college graduates interested in pursuing careers in media sales. The MSI has been sponsored by the National Association of Broadcasters and the National Association of Black Owned Broadcasters for seven consecutive years at FAMU since 2006. This ten-day program is designed to provide talented individuals of diverse backgrounds an entrée into media sales. Top executives and CEO's in the industry serve as faculty and train participants in sales across several platforms including: radio, television, cable, print, digital and Internet. Recruiters attend the MSI each year to hire for entry-level positions in reputable companies located across the United States. Visit [www.famu.edu/sjgc](http://www.famu.edu/sjgc) to apply.